

ALBERTA

E x p o r t e d



Fall Issue Volume 2 Issue 2 October 2001

ALBERTA ECONOMIC DEVELOPMENT INVESTMENT AND TRADE NEWSLETTER

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do business.



AED UNVEILS A NEW BRAND IMAGE FOR THE ALBERTA ADVANTAGE

On July 30th Alberta's new
brand image was launched.

"This new visual identity will give Alberta a more defined image in the global marketplace," Economic Development Minister Mark Norris explained. "It builds on existing positive perceptions about our province internationally and strengthens the profile of the Alberta Advantage."

The Alberta Advantage branding program is part of Alberta Economic Development's aggressive five-year strategy to promote the export of Alberta-made products and services, and to attract foreign investment and business to the province.

"To be globally competitive, it is important that Alberta be recognized internationally," says Norris. "Within Canada, our province is known as one of the best places in the world to do business – we believe we can achieve similar awareness levels in international markets."

Initially, the Alberta Advantage brand will be used exclusively by the provincial government for international economic development initiatives. Plans are also underway to allow for use of the brand by private sector organizations by 2002.

For more information contact Mark Erdman at
(780) 427-0528 or email Mark.Erdman@gov.ab.ca

AED PARTICIPATES IN TEAM CANADA WEST MISSION TO THE US

The federal government calls its Team Canada Missions "the Government of Canada's premier trade promotion initiative and foreign trade policy tool". These missions combine official government functions with business functions to profile Canada within the countries visited. Led by the Prime Minister, Team Canada missions garner significant interest both abroad and domestically and, often, gain wide media exposure.

A Team Canada West Mission will take place November 27-29 in Dallas and November 29-30 in Los Angeles. The mission will be led by Prime Minister Chretien, accompanied by the four western Premiers and 3 territorial leaders.

The mission will provide a vehicle for Western firms to capitalize on the important Canada-U.S. business relationship, and reinforce initiatives on behalf of Canadian firms in sectors such as energy, agriculture and agri-food, and information technology. The mission will also focus on attracting investment, stimulating business alliances, and establishing science and technology partnerships between the two countries.

Canada's two-way trade with California and Texas was estimated at \$63.4 billion last year. Western Canada's two-way trade with California and Texas reached \$17 billion in 2000. California and Texas are two of Alberta's most important state markets in the U.S. For more information contact Ryan Radke at (780) 415-4769 or email Ryan.Radke@gov.ab.ca

ALBERTA'S INTERNATIONAL MARKETING STRATEGY 2001

Alberta Economic Development recently released Alberta's International Marketing Strategy 2001. The document is a summary of Alberta's international trade and investment marketing strategies for value-added goods and services, and identifies areas of opportunity for Alberta industries over the coming years. It highlights strategic priority sectors and

markets where Alberta is internationally competitive, and details some of the key initiatives that the department is pursuing in order to promote Alberta business. Alberta's International Marketing Strategy is available online at <http://www.alberta-canada.com/statpub/corpdoc.cfm>

What's New

Germany

Germany is the world's third largest source of foreign direct investment.

Germany is the sixth largest investor in Canada, with investments totaling \$7.1 billion CDN at the end of 2000.

In 2000, Alberta's exports to Germany rose by 12% to \$155 million.

ALBERTA PLANS TO OPEN TWO NEW INTERNATIONAL OFFICES – GERMANY AND MEXICO

International trade and investment opportunities will increase for Alberta's business community when the province opens new offices in Munich, and Mexico City early in 2002. "Alberta's growing economy is increasingly dependent on the province's participation in the global marketplace," said Minister Norris. "Alberta must be engaged internationally and we must constantly seek out trade and investment opportunities that will keep us competitive. Moving into Munich and Mexico City allows the province to showcase the Alberta Advantage, gather market intelligence, build business relationships and improve government relations in these primary markets."

The addition of the two new international offices, which will be co-located within the Canadian Consulate in Munich and the Canadian Embassy in Mexico City, will not increase the overall budget for Alberta's international offices. Once operational, the offices will provide market intelligence to Alberta companies, promote investment and business immigration, and foster awareness of the Alberta Advantage. For a copy of the International Offices Annual Report 2000-2001, visit www.alberta-canada.com/statpub/pdf/Oannual2001.pdf

Above the 49th

ALBERTA HOUSE... SHOWCASING ALBERTA'S CAPABILITIES

Mexico

Mexico is Alberta's fourth largest trading partner.

In 2000, Alberta's exports to Mexico increased by 42% to \$348 million.

More than 18,000 people visited Alberta House from July 31st through August 12th. In addition to showcasing Alberta's industry innovations and business successes, the display afforded visitors the opportunity to experience some cutting edge technology.

Visitors were given a chance to try out a "hands-free" computer, controlled by the movement of their heads, and use a wireless game controller to play computer games from across the room. Other innovative technologies on display included a robotic vehicle,

solar-powered oil and gas monitoring equipment, facial reconstruction technology and a flexible wood frame building system that uses no nails.

"Alberta House attracted nearly three times the number of people that we expected," said Maureen MacKay, Corporate Services Manager for Alberta Economic Development. "Albertans and tourists alike all seemed to enjoy the displays and the chance to learn more about what Alberta has to offer."

ADVANTAGE 2001 – DEMONSTRATING THE ALBERTA ADVANTAGE

The Advantage 2001 business program has been declared a success. Alberta Economic Development (AED), in partnership with several private sector organizations, hosted 65 international executives and investors for this specialized business program, held from July 31st to August 3rd, in conjunction with the 8th IAAF World Championships in Athletics in Edmonton.

Business leaders from countries around the world, including China, France, Germany, Korea, Mexico, Pakistan, Singapore, Trinidad and Tobago, the United Arab Emirates, Venezuela, the US and other regions of Canada toured Alberta, and visited industrial operations and businesses, experiencing the Alberta Advantage first-hand.

"This was a great opportunity to demonstrate Alberta's advantages to a targeted group of international business people," said Mark Norris, Minister of Economic Development. "They were very interested in the industries and businesses they visited and we expect that this program will result in some exciting new ventures."

Participants in the Advantage 2001 program explored opportunities in a wide range of industry sectors, including agriculture and agri-foods, oil and gas, petrochemicals, tourism and biotechnology, telecommunications and building systems.

Visit <http://www.alberta-canada.com/adv/> to learn more about Alberta industries, Alberta House and the Advantage 2001 program.



Alberta in the World

SPOTLIGHT ON AGRICULTURE AND FOOD SECTOR



Much of Alberta's history is rooted in the growing and processing of food. With one in twenty jobs in the agri-food industry and a total

sales value of \$16 billion in 2000, agriculture and food processing remains an important contributor to Alberta's economy.

Leveraging the most current in communication, transportation and processing technologies, the agri-food sector is looking to expand its presence in the global marketplace. As such, in the last ten years, Alberta's agri-food exports more than doubled from \$2.2 billion to \$5.1 billion. Alberta's agri-food exports are increasingly diversified, moving from primary commodities to value-added and further processed foods. In the last decade alone, the share of value-added products grew from 26% to 51%.

AED is focused on identifying and promoting key international market opportunities for the Agriculture and Food sector including:

MARKET

United States

Mexico

Europe and Emerging Markets

**Japan, South Korea, Taiwan,
and Hong Kong
China**

SUB-SECTOR OPPORTUNITIES

Home meal replacement products, organic and natural foods, private label/store branding
Beef, canola seed, convenience foods, seed and processed potatoes
Organic products, alternative livestock, hormone-free beef, livestock genetics, nutraceuticals
Beef and pork, canola oil and products, processed meats, cereal-based products, livestock feed
Canola oil and products, livestock genetics and forage seed, premium beef and pork by-products

The export market is key to successful diversification, and in turn, maintaining the growth and importance of the agri-food sector to Alberta's economy.

This is especially relevant to Alberta as production capabilities are consistently higher than domestic consumption alone.

The Agriculture and Food Branch of Alberta Economic Development (AED) works to expedite this goal. The role of the Branch's three sector teams: Europe and Emerging Markets, Asia and Americas, is to facilitate the transfer of strategic market information to industry and key stakeholders.



**For more information contact
Dianne Hayward at (780) 422-7091
or email Dianne.Hayward@gov.ab.ca**

Did you know?

- The Leduc Food Processing Centre works with processors to introduce over 100 new food products and processing technologies to the market each year.
- Food distribution and retailing employs 46,000 Albertans. One in twenty Alberta jobs is in the agriculture and food industry.
- Alberta is a Canadian leader in precision farming, crop and livestock diversification, supercritical fluid extraction, modified atmospheric packaging, composting and irrigation technologies.
- Alberta exported \$5.1 billion in agri-food products in 2000 – 22% of Canada's total agri-food exports.
- Alberta produces over 68% of Canada's beef – enough beef each year to make over 6.4 billion hamburgers – one for every person on the planet.
- Alberta value added processing sales have risen from \$4.8 billion to \$9.2 billion, almost doubling in less than ten years.

PIPELINE OPPORTUNITY PRESENTED TO ALBERTA PRIVATE SECTOR



On August 4th 2001, over 40 Alberta-based companies, representatives from several major financial institutions,

members of the Alberta government, DFAIT and Advantage 2001 international delegates participated in a full-day information session presenting the Iran-Pakistan-India Pipeline Project. The session was inaugurated by Minister Norris and presented the full-scope and rationale for the US\$6 billion project. Over the course of the day AED, the Canadian

Commercial Corporation, Export Development Corporation and an international delegate from Pakistan made presentations. The presentations were well received and the subsequent discussions fruitful, resulting in the formation of a 5-company working group to develop a project timeline and work-plan. The first meeting of the working group was held in Calgary on September 6th and was attended by the Canadian High Commissioner to India, Peter Sutherland.

**For more information contact
Tristan Sanregret at (780) 422-2743 or
email Tristan.Sanregret@gov.ab.ca**



Stay Tuned

Who's Who

**Honourable
Mark Norris**
Alberta Economic
Development
Minister

Barry Mehr
Deputy Minister

Rory Campbell
Assistant
Deputy Minister
Investment
and Trade

Rick Sloan
Assistant
Deputy Minister
Industry
and Tourism

Mark Erdman
Director, Corporate
Communications

Duane Pyear
Executive Director,
Policy and
Economic Analysis

"Alberta is
the best place in
the world to live
and do business."

"Alberta Economic
Development's
mission is to promote
Alberta's continuing
prosperity."

"The Investment
and Trade Division
will provide the right
information in the right
time frame to impact
investment decisions
in Alberta."

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Upcoming Events

	Event	Location	Contact	Phone
Oct 9 -10, 2001	Organex Organic Food and Drink Show	London, England	John Larson	(780) 422-7090
Oct 10-12, 2001	Aerospace Northwest Conference	Jasper, Alberta	Orest Warchola	(780) 427-6257
Oct 13-17, 2001	Anuga International Food and Drink Fair	Cologne, Germany	John Larson	(780) 422-7090
Oct 16-22, 2001	Annual Conference of China Education Association for International Exchange	Beijing, China	Leanne Salnick	86-10-6532-3536 ext. 3611
Oct 18-23, 2001	Construction and Housing Development Centre (CIHAC) Symposium	Mexico City, Mexico	Doug Lane	(780) 427-6239
Oct 23-26, 2001	Pan-Pacific Consumexpo 2001 Food, beverages, packing and processing equipment	Vladivostok, Russia	John Larson	(780) 422-7090
Oct 25, 2001	Exporting to Mexico Seminar	Calgary, Alberta	Marcy O'Connor	(780) 422-1762
Nov 5-9, 2001	8 th China Yangling Agriculture Hi-tech Fair	Yangling, Shaanxi, China	Rob Hand	86-10-6532-3536 ext. 3612
Nov 6-9, 2001	Building Shanghai	Shanghai, China	Leanne Salnick	86-10-6532-3536 ext. 3611
Nov 11-13, 2001	Private Label Manufacturers Show	Chicago, Illinois	Penny Mah	(780) 422-7839
Nov 14 -17, 2001	CIDA International Development Days	Winnipeg, Manitoba	Shane Jaffer	(403) 297-6592
Nov 23-25, 2001	ConstruExpo 2001	Guadalajara, Mexico	Doug Lane	(780) 427-6239
Nov 27-29, 2001	Amarillo Farm and Ranch Show	Amarillo, Texas	Don Chinski	(780) 427-6307
Nov 27 - 30, 2001	Team Canada West Mission	Dallas, Texas and Los Angeles, California	Ryan Radke	(780) 415-4769
Feb 8 - 20, 2002	Team Canada Mission to Russia and Western Europe	Russia, Amsterdam/ The Hague, and Germany	Betty Jandewerth	(780) 427-6345

For more events and information visit <http://www.alberta-canada.com/events/index.cfm>

WANT MORE?

Please let us know if you would like to continue receiving Alberta Exported via e-mail or mail, and forward any contact information changes to Penny Lang at:
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